

**WELWYN HATFIELD BOROUGH COUNCIL  
EXECUTIVE DIRECTOR - PLANNING, PUBLIC PROTECTION AND GOVERNANCE**

**DELEGATED APPLICATION**

**Application No:** 6/2021/0587/ADV  
**Location:** Oaklands College The Campus Welwyn Garden City AL8 6AH  
**Proposal:** Installation of freestanding information board  
**Officer:** Ms Kelsey Collins

**Recommendation:** Granted

6/2021/0587/ADV

<b>Context</b>			
<b>Site and Application description</b>	The site comprises Oaklands College Welwyn Garden City campus, and is located within the town centre and also within the conservation area.		
<b>Constraints</b>	CA - Conservation Area: WGC1; - Distance: 0 Town - Welwyn Garden City Town Centre - Distance: 0 Wards - Handside - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0 HPGU - Digswell Sherrardspark - Distance: 0		
<b>Relevant history</b>	Application Number: N6/2010/1431/PA Decision: Decision Date: 24 August 2010 Proposal: signage		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	Site Notice Display Date: 19 March 2021 Site Notice Expiry Date: 11 April 2021 Press Advert Display Date: 17 March 2021 Press Advert Expiry Date: 9 April 2021		
<b>Summary of neighbour responses</b>	None received		
<b>Consultees and responses</b>	The Gardens Trust - No comment to make on the design of the notice board.  Conservation Officer – No objection  HCC Highways – No objection		
<b>Relevant Policies</b>			
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input checked="" type="checkbox"/> Supplementary Design Guidance			
<b>Main Issues</b>			
<b>Is the advertisement within a conservation area?</b>			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Would the significance of the designated heritage asset be conserved or enhanced?</b>			

Yes  No

**Comment** (if applicable):

The application is for the installation of freestanding information board, the site is located within the Welwyn Garden City Conservation Area. The Conservation Officer was consulted and commented that the "proposed information board is located close to the library building entrance and is relatively modest in scale. It is not considered to detract from the appearance of the public realm around The Campus or the character and appearance of this part of the Conservation Area." No objection were raised.

**Would the advertisement reflect the character of the area?**

Yes  No

**Comment** (if applicable):

In respect to the character of the area, it is recognised that the signage would be viewed against a back drop of other commercial and educational buildings within the area. Given the size of the building, its use and the area in which it is located, it is considered that the proposed signage is not considered overly dominant with no adverse effect on the visual amenity of the surrounding area. In addition, it is judged that the proposed signage is appropriate in its appearance, style and positioning when compared with advertisements in the surrounding area.

**Would the advertisement reflect the character of the building?**

Yes  No  N/A

**Comment** (if applicable): See above

**Would the advertisement maintain public safety?** (e.g. safety of people; obscure or hinder traffic sign/ railway signal etc.; or hinder security or surveillance device or device measuring vehicle speed)

Yes  No

**Comment** (if applicable):

In terms of impact on highway safety, The proposed board is located on-site and not on public highway. It is set back approximately 20m from the public highway of the B195 The Campus and will be used to inform pedestrians on-site.

Herts County Council Highways were consulted and were satisfied that the proposed location and design of the advertisement board will not distract drivers or result in a highway safety issue. And therefore concluded the advert would not result in a severe impact to highway safety and they did not raise any objection to the proposal.

**Conclusion**

On balance the proposal is considered acceptable and recommended for approval subject to standard advert conditions.

**Conditions:**

1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

#### DRAWING NUMBERS

6. The development/works shall not be started and completed other than in accordance with the approved plans and details:

<b>Plan Number</b>	<b>Revision Number</b>	<b>Details</b>	<b>Received Date</b>
HP 3364		Location Plan	24 February 2021
HP 3359	A	Site Plan	24 February 2021
1		Proposed Elevation Drawing	24 February 2021

REASON: To ensure that the development is carried out in accordance with the approved plans and details.

**Determined By:**

Mr William Myers  
21 April 2021